

# R. H. Macy & Co.

HERALD SQUARE, Inc. NEW YORK



Another of Our Special Sales o

## Smart New Silk Overblouses

at \$4.69

Soft printed in Persian, Caravan and Paisley designs—rich velvets and embroidered satins—are the materials of which these exceptionally-good-value blouses are made.

The style points of the season have been observed, too, for in the collection you'll find jacket and slip-over models, with wide sleeves and bateau necklines.

In the correct fall shades, and in sizes which range from 34 to 46.

—Third Floor, 34th Street, Front.

## A Sale of Ostrich Trimming

For New Chapeaux

Bands \$2.59

Our Usual Price Would Be \$2.97

Plumes \$1.59

Our Usual Price Would Be \$1.88

Soft coquettish plumes—fluffy bands—all of excellent quality ostrich, dyed in the loveliest autumn shades—especially

made up to trim the smart new felts and velvets that are being worn this season.

In two-tone combinations such as rust and brown, royal and black, henna and navy, Copenhagen and taupe—as well as plain colors.

—Flower and Feather Section, Second Floor, 34th Street.

## Boys' All Wool Tweed Suits

Junior Norfolk

\$7.44

With two pairs of trousers

Attractive and serviceable little suits, in pleated and plain models of gray and brown tweeds. The jacket is lined with good quality alpaca. The trousers have straight bottoms and are lined throughout. All the suits have an extra white pique collar.

Sizes 4 to 10 years.

—Second Floor, 34th Street, Rear.

## "Couverlain"

### All Wool Blankets

\$13.89 pair

Solsette Bound

\$15.89 pair

Satin Bound

In either white or block plaids. Made exclusively for us of high grade wool. "Couverlain" is registered in the U. S. Patent Office. They are soft, fluffy and warm. Our special manufacturing process has reduced shrinkage in washing or cleaning to a minimum.

—Basement, 34th Street, Rear.

## This Is FIRE PREVENTION WEEK!

Fire Commissioner Drennan wants the co-operation of every person to help reduce the serious losses arising from fires in this city.

A good assortment of Fire Extinguishers and Fire Extinguisher Liquids in our Hardware Department—at lowest-in-the-city prices as always.

—Basement, 35th St., Front

## The New Escalators

from the Main to the Second Floor and from the Second to the Third Floor

Are Now in Operation

near the

35th Street Entrance

Sale of

## Silk Fringes

4 in., 69c yard  
6 in., 98c yard  
8 in., \$1.39 yard

Heavy lustrous silk fringes of fine quality. Insistently the mode calls for fringe on wraps, dresses, sashes and trimmings.

In black, navy, brown, tan, gold, rose, mulberry, king, and combinations of black and gold, rose and Copenhagen, rose and gold, Copenhagen and gold.

Metallic Cloth

Very specially priced at \$1.24 yard

Extra heavy lustrous quality, for millinery and for trimming purposes. In antique and steel. 18 inches wide.

—Main Floor, 34th Street.



## "Rock-a-Bye Baby, On the Tree Top"

Mother croons, and when the wind blows she tucks the little blankets closer and puts Baby to sleep in a snugly warm nightie of flannelette.

Infants' flannel gowns, made with drawstring at bottom, 39c each

Infants' flannelette gertudes, shell stitch finish, 33c each

Crib sheets of good quality muslin, 34x50 inches, 42c each

Pillow cases, open at end, 14x20 inches, 23c each

Crib spreads, size 45x50 inches, of novelty striped material, \$1.39

Infants' double cotton blanket, white with border of pink or blue, size 30x40 inches, 89c

—Third Floor, 34th Street, Rear.



## A Special Purchase of Maids' Uniforms \$1.88

Of good quality fabrics, well made, in the desirable regulation style. White muslin, striped gingham or black percale. Model illustrated shows patch pockets stitched on belt and full skirt. Sizes 34 to 46.

—Third Floor, Center.

Continuing the Sale of

## Imported Metallic Ribbons

11 1/2 inches wide

at \$4.96 yard

Similar quality elsewhere \$8.50 to \$12.50 yard

Gorgeous color combinations in patterns that astonish with their originality and charm. These ribbons are exquisitely appropriate for borders on fur coats, for negligees, lamp shades, pillows and bags. And many frocks show a lavish use of metallic ribbons in huge drooping sashes.

—Main Floor, 34th Street, Center.



For Dress Wear—Women's

## Suits of Duvet de Laine

With Great High Collars of Mole or Nutria

\$39.75

(A Special Price)

Suits appropriate for the matinee or afternoon tea have every reason to be severely elegant—and so these present a soft fabric, richly tailored into youthful lines—carefully finished and excellently styled.

Coats are lined throughout with soft silk and warmly interlined.

Navy, Blue, Brown, Kit Fox and Hawaiian

Sizes range from 36 to 42

—Third Floor, 34th Street, Rear.

## Corduroy Breakfast Coats Special, \$2.74



Illustrated is a model of embossed corduroy, made with two pockets and a tie sash of self material. Copenhagen, rose, lavender and purple. Sizes 36 to 44.

Another model, a straight line robe, is made of plain corduroy with tie belt of self material. Copenhagen, rose, lavender, purple and gray. Sizes 36 to 44.

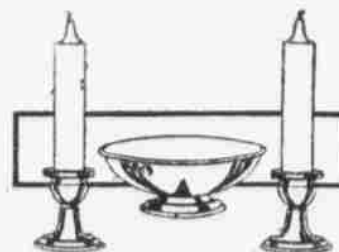
—Third Floor, 34th Street, Center.

## Buffet Sets

Heavily Silver-Plated on Nickel Silver

\$11.89

Our Usual Price \$14.89



Excellent quality plate makes this an unusually attractive offer—a 9-inch centerpiece for fruit or flowers and two short candlesticks—4 1/4 inches high—to take the popular large size candles

Silver-Plated

## Cracker and Cheese Dishes \$4.24 each

Two styles—one is highly burnished and daintily pierced in an attractive pattern, the other hammered and finished in soft gray. The covered cheese dish may be used separately. The cracker dish is 10 inches across and has a bail handle for convenience in serving. Heavy quality silver plate on nickel silver.

—Main Floor, Broadway



\$19.74

\$24.75

\$19.74

\$24.74

An Attention-Engaging Sale of

## Women's Frocks for Fall

\$19.74, \$24.74, \$34.75

Ten Smart Models in Poiret Twill—Suitable for Street and Business Wear. Well Made and Beautifully Finished, They Offer the Smartness of a Chic Season, at the Prices of an Economical One.

Colors are navy, blue and black.

Also brown, but not in every model.

Sizes Range From 36 to 46

Trimmings are novel and wholly smart—including the newest embroidery motifs, as well as the popular and length-giving tucking.

Styles are all slim and long-waisted, proving that Fashion still smiles on the woman who must insist on length of line.



—Third Floor, 34th Street, Rear.

We Usher in Cooler Weather With

## New Fall Coats for Women

Specially Priced

\$54.75



Generously collared with beaver, squirrel, wolf, fox or Australian opossum, these new coats of soft rich fabrics nearly all show a distinctive sleeve—stitched in silk perhaps, or narrowly tucked.

Some styles are wrappy, while others, for stouter figures, are severely straight with narrow tailored belts.

Materials include fashions, Alonzo Arabella, volkara and Normandy, in the soft Autumn shades of taupe, gray, Malay, Hawaiian, marten, navy and black.

Sizes 34 to 44.

—Third Floor, 34th Street, Front.

Special Sale of

## Real Filet and Irish Laces

Real hand made Irish laces, more than ever in vogue for Autumn frocks, blouses, neckwear and lingerie, in unusually lovely designs. Both edgings and insertions, in the desired widths.

Real Irish Picot, Special, 11c yard.  
1-inch Laces, 74c yard.  
2-inch Laces, 98c yard.  
4-inch Laces, \$1.98 yard.  
6-inch Laces, \$4.54 yard.

## Real Filet Laces Very Special

In a fine quality and a charming assortment of designs.

Filet Picot, 12c yard.  
1-inch Laces, 24c yard.  
1 1/2-inch Laces, 49c yard.  
4-inch Laces, 69c yard.  
5 1/2-inch Laces, 98c yard.

—Main Floor, Center.



## Men's Prixseam Sewn - Cape Gloves

\$1.59

Every man will appreciate the fine points of these gloves; double draw spear and gusseted fingers. One clasp style. Brown, tan and gray.

—Main Floor, Center, Broadway.

Merchandise Advertised Here on Sale Tomorrow, Unless Otherwise Stated

Store Hours: 9 to 5.30—Store Open All Day Saturdays